

## CHINESE TO BUILD GREAT NEW BRIDGE

### 10,000 Foot Span Will Cross the Yellow River.

WASHINGTON, Dec. 5.—A cablegram from Commercial Attaché Julian Arnold reports that the Ministry of Communications is calling for bids for a new bridge over the Yellow River (Hwang-ho) on the Peking-Hankow Railway, to replace the present bridge, which has been much criticized as not being of sufficient strength to carry properly the motive power that is being used.

The present bridge, which is by far the longest one on this line, is 9,875 feet in length, about 11 feet above high water, partly through trusses and partly deck girder construction, all supported on very elaborately placed screw piling. One-half of the superstructure was fabricated in Belgium and the other half in France, and the floor system is all of the stringer type, with the openings filled in with metal plates. It was stated that the permissible loading is very little if any in excess of "Cooper E-50." The length of the new bridge will approximate 10,000 feet and will probably cost between \$15,000,000 and \$20,000,000. The Ministry of Communications reports that the specifications will be ready some time this week.

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## INDIA OFFERS BIG FIELD FOR TRADE

Opportunities for American  
Made Goods Invite Intelligent  
Development.

DIRECT CONTACT NEEDED  
Organization in Commercial  
Centres Necessary to Cope  
With Intricate British.

By RAJANI KANTA DAS.

India is one of the most important trading countries of the world. She has extensive territories, vast natural resources and a teeming population. The problem is how the United States can take advantage of such a promising market as offered by India, especially as far as the export trade is concerned. It must be remembered that the development of trade depends as much upon the potential as upon the actual demand for goods. Human wants are very elastic. They can be trained and even created. The problem of the American business man is, therefore, not only how to supply the present needs of the people of India, but also how to create new demand for many articles of merchandise.

There is still another phase of the question. Commodities composing ordinary imports and exports are of two different kinds: First, general or standard commodities, such as wheat, cotton, sugar, etc., for which a demand can be created in any country. The trade in such commodities depends upon the ability to meet foreign competition and to familiarize them with the American market. Second, special commodities which are made for special use, and must therefore be adaptable to the special needs of a people or a locality. The secret of the commercial supremacy of a nation lies in its ability to produce commodities adaptable to the requirements of other nations. It was the mastery of this art which led to Germany's commercial success.

### Farming Implements Field.

The first thing for the development of trade between the United States and India is, therefore, how the American manufacturer can produce goods which will meet requirements of the Indian people. Take, for instance, the case of agricultural implements. There are millions of ryots, or peasant farmers, in India who have been using the same implements for the last three thousand years. They are in great need of modern agricultural implements. Yet they cannot buy nor have they any use for the implements used on American farms. The same American genius which has invented the gang plough and the harrow can also invent simple implements suitable to the farm conditions in India. Such an implement will not only benefit the Indian ryot, but also bring millions of dollars to the American manufacturer.

There are hundreds of other implements and machinery which the American manufacturer can adapt to the requirements of India and amass immense fortunes. The problem of producing special goods for India can be solved in two ways: First, a body of experts, including engineers, may visit India and study the conditions and requirements on the spot. Second, industrial and commercial museums may be established at important centres in the United States, e.g., a typical village in India may be represented and farm implements exhibited, thus helping the American manufacturer interested in producing farm implements for Indian markets.

The second thing for the development of American trade with India is to establish direct relationship between the American manufacturer and the native Indian dealer, or even the customer, if possible. It must be mentioned here that practically all the foreign goods in India are handled by British merchants, either through shops and stores or commercial houses.

British shops and stores supply the needs of their patrons, mostly Englishmen. It is evident that this business is very much limited and cannot reach even a fraction of the population. Native wholesale dealers, it is natural that these British merchants should patronize their own countrymen. Such a bias has been detrimental to the growth of foreign trade in India. The people have paid higher prices even for goods of inferior quality.

### Direct Contact Needed.

American business men should, therefore, try to establish direct relation with the people. The benefit of such a method cannot be exaggerated. It will save the expense of delay, save the profit of the middleman, give American business men a grasp on the Indian market, bring them into closer contact with the dealers and even customers of their goods and build up prestige and reputation for American merchandise.

There are several ways in which a direct relation can be established: 1. Establishment of commercial houses in all important commercial centres of India, such as Calcutta, Bombay, Madras and Rangoon. Calcutta is the largest city of India, with a population of 1,222,000, and is commercially the most important. It is connected by the River Hooghly and three important railroad systems with the north and west. It is the gateway to Bengal, and also with Behar, Orissa and Assam. The combined area of these provinces has a population of about 45,000,000. Bombay is the second city in India, with a population of 579,000. It has an extensive hinterland reaching as far as Afghanistan. Madras is the third city and commands the trade of southern India, while Rangoon is the gateway to Burma. In "season," which is generally the winter in India, these cities are visited by merchants from all parts of the country. Commercial houses located in these cities can, therefore, control the business of the whole country.

2. Regular or even occasional visits of commercial travellers to the important cities can also establish direct relation with native dealers. The best time to visit India is winter, when the climate is dry and cool. They must have with them samples of goods and exact quotations of prices. English is the commercial language of India, as far as the wholesale transactions in foreign goods are concerned.

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## A Formosan Head Hunter Home



These people are the aborigines of the "Beautiful Island" whose scenery has been marred too often by their excursions from the hills in search of gruesome trophies. When Japan established a colonial government in the island, head hunting was forbidden, and through force and education these hill tribes are gradually becoming more desirable citizens.

are concerned. Before visiting India it is, however, worth while for commercial travellers to know something about the country and about the people.

3. Establishment of department stores in all commercial centres and important cities. Annual affairs of nationwide importance should not be omitted from the category. The purpose of these stores will be to advertise as well as to sell. The expenditure of such an enterprise can be considerably lowered by the employment of native officers except in a few responsible positions.

4. Mail order and commission houses are other familiar methods of dealing with foreign trade. Some mail order houses in Chicago have already started business with India. But their efforts have been limited to supplying needs of American residents in India. The trade through commission houses has made very little progress. The scope of both these methods can be largely expanded.

5. Advertisement is the backbone of modern business success. It is as true in India as in the United States. Newspapers and periodicals have made considerable progress in India, though not to the same extent as in the Western countries. There is, however, one advantage in India. A whole province can be reached through a few newspapers published at the metropolis. The advertisement should be both in English and in vernaculars.

6. Distribution of catalogues is another method of advertisement. While catalogues themselves should be advertised and sent on request, they may be presented to libraries and other public places. Whenever possible catalogues should also be published in vernacular. It is true the majority of the people in India cannot read and write. But it must not be forgotten that the number of the people who can read and write amount to eighteen millions, and as the people live a very close social life, either in the family or in the village, what is known to one is easily known to the rest.

7. Motion pictures and boulevard paintings are other effective methods of advertisement. The field in these lines is still practically virgin in India. American business men can profitably cultivate this field.

These are some of the chief methods of establishing direct relationship between American business men and native Indian dealers and customers. They will undoubtedly help in the development of the trade of the United States with India.

## MANCHURIAN RAILROAD WILL BE IMPROVED

Development of Mines and  
Furnaces Also Planned

Further proposed improvements of the South Manchurian Railway are noted in the Japanese-American Commercial Weekly. These include the purchase of engines and cars, the acquisition of a steamer and launches for the Shanghai line and new wharves and harbor works.

Other projects proposed include more mining operations at the Anshan Iron Works, development of the Fushun coal mines, extension of electric light works in Dairen, Mukden, Changchun and Antung, and the extension of existing gas works, experimental stations, warehouses, hospitals, schools, office buildings and dwellings for officials and employees.

### TO MAKE TEXTILE MACHINERY

SYDNEY, Nov. 1.—With a view to supplying domestic demand as well as for exporting to neighboring communities, endeavors are being made to establish the manufacture of textile machinery in Australia. Those interested in inaugurating this step are said to be in touch with foreign firms manufacturing the many varieties of machinery required in the textile industry, with a view to securing expert advice and patterns.

### NEW DUTCH INDIAN BANK.

It is learned through the Acting Commercial Attaché at The Hague that a new banking institution has been established in the Dutch East Indies by the Rotterdamse Bank, which is to be known as the Bank voor Indië.

## JAPAN SEES LONG SHIPPING DULNESS

President of the Nippon Yusen  
Kaisha Expects Depression  
to Last Until 1923.

TOKIO, Nov. 2.—Baron Rempel Kondo, president of the Nippon Yusen Kaisha, is of the opinion that the shipping depression in Japan will continue until about 1923, when he expects the situation to take a favorable turn.

"The past prosperity in the shipping trade," said Baron Kondo, "may be described as a golden age, and it cannot be easily repeated in the future. Owing to the reaction from the boom, the freight and charter markets are going down. I wonder if there will not be a further decline. The falling off in foreign trade and the increase in the number of ships have caused many vessels to be tied up, and this is the case both in Japan and foreign countries. It is not impossible that there may be a further increase in the number of tied up vessels."

"During the war many ships were sunk, and, moreover, a considerable number of merchantmen were requisitioned by the various governments for war purposes. This naturally caused a deficit in the tonnage available for merchant transportation, and all governments and all ship owners endeavored to build new ships. When peace was restored, however, the requisitioned ships were released, and these vessels, together with the newly built ships, greatly increased the supply of shipping tonnage. On the other hand, foreign trade declined in volume, and thus the shipping situation has suddenly become depressed."

"In order to determine by what amount the world's supply of tonnage is excessive, we must wait for the further course of events in the shipping situation, but, roughly speaking, it may be said that the supply is in excess by the new tonnage which America has built. Unless a normal reaction is restored between the supply and demand for tonnage it is impossible to expect a revival of activity on the shipping market."

"Japan has about 2,000,000 tons of ocean-going ships, and when other vessels are included her total tonnage exceeds 3,000,000 tons. When this is compared with the pre-war tonnage of 400,000 or 500,000 tons in ocean-going ships we cannot but be struck by the great development achieved by the country. The shipping industry, however, is reminded us of the extent to which the shipowners are being affected by the disappearance of the factors which combined to produce the war period prosperity. The companies which made ample provision during the period of prosperity for a future reaction will be able to tide over the difficulty, even if the depression continues, but not a small number of shipowners stand on weak ground or have not prepared themselves against the reaction."

"It is true that all expected a reaction would come sooner or later, but their opinions as to when that would occur differed greatly. Both the ship owners and the state should make best efforts to maintain the shipping position of the country. During the war the Government earnestly encouraged the construction of merchant ships and it should not be indifferent to the present condition of the shipping situation. I am glad to note that the matter is apparently engaging the attention of the authorities."

"There are naturally diverse views as to how long the depression of the shipping market will continue, but I think that it will continue up to the end of about 1922 and that no appreciable improvement will set in until after that year. Perhaps the general financial situation will take a similar course to the shipping market, and all should be prepared to see the depression continue until that time."

"It is, of course, well that steps should be taken to give relief to those in difficulties, but such relief should not be given to any persons except those who merit it. What is most important is that all take steps to help themselves so that they can successfully hold their own through the period of adversity and wait for a favorable turn in the situation."

## AUSTRALIAN WOOL MARKET REOPENED

Sales Will Be Held in Western  
Part of Country for  
First Time.

MELBOURNE, Nov. 1.—The first sale of wool by auction in Australia since November 22, 1915, was held in Adelaide, South Australia, on October 1, 1920, and was followed by an auction in Sydney on October 6. Auctions in Brisbane were resumed on October 19, with sales in Melbourne and Geelong later. This year, for the first time, sales will be held in western Australia (at Perth), the wool from that State having hitherto been sent to Adelaide and Melbourne for auction.

Auction sales of wool were suspended in November, 1916, as a result of the arrangement by which the entire wool clip of Australia from then until the end of the war period was acquired by the Imperial Government at a flat price of 15½d. (31 cents) per pound, any net profits accruing from sales by the Imperial Government to be shared equally by the Government and the Australian wool growers.

Australia's share of such net profits to March 31, 1919, amounted to about the sum of £6,000,000 (\$27,500,000), which is being distributed to wool growers. Distribution of additional profits will depend upon the sale of some 4,000,000 bales of wool still held by the Imperial Government.

The contract with the Imperial Government expired by limitation June 30, 1920. Various proposals for a continuance of control of the wool market to prevent a break in prices were feared if the 1920-21 Australian clip should have to compete with British sales of Government owned fleece, but all were rejected by the growers and wool clipped beginning with July 1, 1920, has been free of control.

It was agreed by brokers and growers, however, that wool offerings on and after October 1 should be limited, as was the custom before the war, to what the market could be expected to take easily.

### JAPANESE USING MOTORBOATS.

It is noted in Eastern Engineering that the impetus given to the fishing industry in Formosa since its occupation by the Japanese has created an important demand for motorboats, which are used in catching the abundant supply of bonito and tunny. There are some 350,000 Japanese vessels engaged in the fishing industry in Far Eastern waters, with about 1,400,000 people employed, and the value of the product obtained amounts to 120,000,000 yen annually.

### AUSTRALIAN NOTES REDUCED.

The Argus of Melbourne, Australia, states that during the month of September the Commonwealth note issue was reduced by nearly £5,000,000, the total for August having been £57,000,000, and falling to £52,545,000 a month later. The note issue reached its maximum toward the end of 1918, when it was £59,670,000. From then the decline was gradual until the recent rapid fall from the August figures.

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## JAPAN TO EXTEND LAND RECLAMATION

Increase of Subsidies Will Be  
Asked in the Diet.

Including the uncultivated land in the Hokkaido, there are at present in Japan 1,000,000 acres of land awaiting development. Through a yearly subsidy of \$358,920, 71,050 acres have already been brought under cultivation. This means an addition of 250,000 bushels to the total annual yield of rice.

About 20 per cent. of the redeemed land is set apart for building railways, residential quarters, factories and schools. A draft for the amendment of existing laws is to be presented to the Diet this year providing for increasing the subsidy for abolishing the practice

of levying interest on money granted as a subsidy and bringing Corea and Hokkaido within the scope of the development encouragement law.

## TRADE TIP FROM BOMBAY.

Trade Commissioner Lundquist writes from Bombay, India, that on a recent visit to the bazaar district of the city not much display of American electrical supplies was seen, but a good deal of hardware supplies and druggists' supplies, such as razors and blades, were in evidence.

## SHIFT IN HARBIN WIRELESS.

HARBIN, Nov. 1.—The radio station at Harbin, which was controlled partly by the Japanese and partly by the Russians, will shortly be handed over to the Chinese Eastern Railway and will be used for commercial purposes and for the sending of private messages.



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